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Indeed, Hunt "couldn't be more pleased" to be a part of Ten Speed: "Their commitment to quality and reputation for success—in addition to the new source of capital—will be a tremendous asset to us," he says. "The joy in our relationship with them just keeps building." Hunt is particularly pleased with the level of support Ten Speed provides for its titles and authors and the editorial freedom the company has afforded Audio Literature: "They said from the beginning that they didn't want to change our editorial policies, and they've remained true to their word. They're backing us 100%." □

PW Survey Results Show Strong Audio Market

The results of a recent study of the audio market conducted by *Publishers Weekly* shows a growing commitment to audio product among both bookstores and libraries. The study explored the percentage of bookstores and libraries currently carrying audiotapes; the numbers and types of audiotapes carried within each category; the percentage breakdown of titles (i.e., adult vs. children's, abridged vs. unabridged); percentage of budget and amount of space devoted to audiotapes; and criteria used in selecting new titles.

Of the bookstores surveyed, 76% carry audiotapes, with 2% planning to carry audio within the next 12 months. Children's book/cassette packages (73%), spoken-word fiction (73%) and spoken-word nonfiction (69%) were mentioned most often as the types of audiotapes stocked by bookstores. Spoken-word fiction (40%) and self-help (17%) were mentioned most often by bookstores as genres/categories that sell well.

According to the the survey, bookstores carry an average of 380 audio titles, the majority of which are in the music, spoken-word fiction, spoken-word nonfiction and subliminal categories. On the average, bookstores carry four copies of each title.

Of the 43% of bookstores planning to increase the number of audio titles carried over the next 12 months, spoken-word fiction (51%) and music (14%) were mentioned most often as the areas in which they expect the greatest increases.

Among other highlights of the survey: bookstore respondents indicated that an average of 73% of their audio stock is adult titles and 27% is children's. An average of 24% of these bookstores' spoken-word audio titles are unabridged titles and 76% abridged; however, 12% of the bookstores expect this breakdown to change over the next 12 months as unabridged titles gain in popularity.

The five most important selection criteria for bookstores are: author's reputation, content, quality of production, retail price and appearance on bestseller lists. Bookstores purchase an average of 56% of their titles through wholesalers/distributors, 43% through publishers and 1% through other sources.

In general, bookstores devote an average of 40 square feet to audiotapes (4% of total store space); 20% plan to increase the amount of space devoted to audio by an average of 34% within the next 12 months.

As for libraries, 83% of those surveyed currently carry audiotapes. Spoken-word fiction (84%), spoken-word nonfiction (84%) and spoken-word language (80%) were mentioned most often as the types of audio titles libraries carry; most often requested by patrons are spoken-word fiction (46%), mystery (26%) and self-help (19%). Along with children's titles, these categories were also mentioned most often as the ones in which libraries would like to see more titles available.

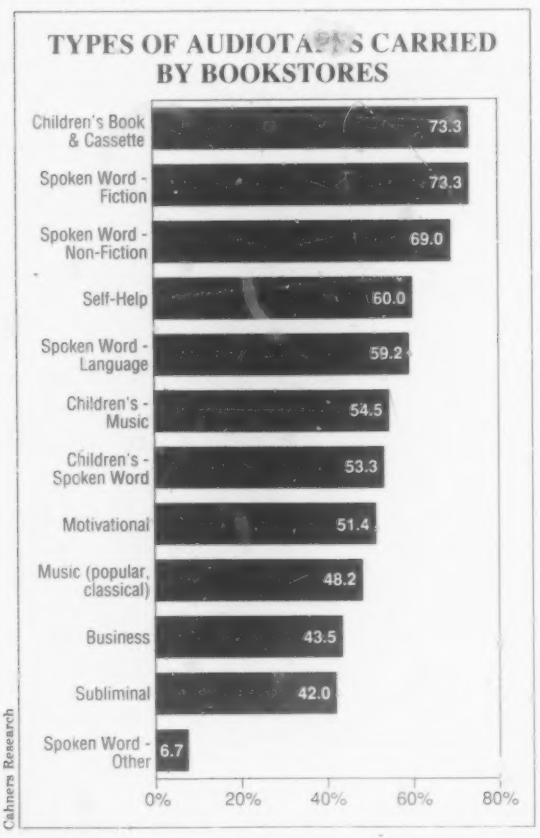
Respondents also indicated that 72% of their current collection of tapes is adult titles and 28% is children's tapes. In general, 43% of audio titles in libraries are unabridged and 57% are abridged; however, like bookstores, they expect that breakdown to change as unabridged titles increase.

In selecting titles, libraries consider factors such as quality of production, patron requests, content, author's reputation and price as the most important criteria. Overall, they purchase an average of 24% of their audio titles from publishers, 74% from wholesalers/distributors and 2% from other sources.

Of the libraries surveyed, 93% plan to purchase audiotapes in 1991, devoting an average of 6% of their materials purchasing budgets to audiotapes (8% for larger libraries).

—J.T.

Please send all correspondence for Audio/Video Plus to: Joanne Tangorra, Audio/Video Editor, 362 Partridge St., Albany, N.Y. 12208; (518) 482-8257.



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